MERCURY

Leading Creatively and Innovatively Course

16 – 20 August 2027
Amsterdam (Netherlands)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 1136_1079638 **Date:** 16 – 20 August 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Introduction

This leading creative and innovative seminar will provide leaders and professionals with transformational tools and techniques to help them maximize their and their team's creative potential.

The leading creative and innovative course starting point is self-discovery: participants will work on the inside first and then focus outwards to impact the business world.

The leading creative and innovative seminar will focus on thinking in different ways. Participants should be prepared to move out of their comfort zone and experiment with new ways of creating and communicating an inspiring leadership vision.

How do you lead creativity, and What is creative and innovative leadership?

Leading creativity and embracing a creative and innovative leadership approach involves:

- Developing and implementing unique ideas.
- Fostering an environment that encourages risk-taking and original thought.
- Leveraging creative thinking leadership strategies.

Leadership practices that foster creativity are crucial to solving complex problems and achieving organizational goals. Understanding the importance of creativity in leadership, those at the helm must exhibit creative leadership skills by consistently seeking visionary leadership solutions and pushing the boundaries of traditional thought processes.

Targeted Groups

- Managers and supervisors.
- Team leaders.

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Course Objectives

At the end of this leading creativity and innovatively course, the participants will be able to:

- Set out their leadership brand.
- Select appropriate techniques for self-discovery.
- Demonstrate innovative methods for harnessing others' creative potential.
- Articulate a vision using multiple sensory representations.
- Communicate their vision in refreshing and engaging ways.
- Explore the outer limits of group creativity.
- Identify opportunities for new kinds of thinking.
- Create and communicate a compelling vision.
- Harness the creative power of the team.
- Facilitate other's creativity in innovative ways.
- Link creativity and innovation to organizational performance.

Targeted Competencies

- Leadership skills.
- Communication skills.
- Problem-solving.
- Leading creativity and innovation.

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Course Content

Unit 1: Creative Problem-Solving

- Leadership reality assessment.
- Leadership vs. management.
- Understanding our brain function.
- Myths of leading creativity.
- The limitations of the rational.
- Divergent approaches to problem-solving.
- Letting go of logic.
- Analogous thinking modes.
- Convergent and divergent modes.

Unit 2: Overcoming Personal Blockers to Creativity

- Sigmoid curve - lifecycle model.
- Continuous improvement.
- Breakthrough step change.
- Self-awareness and the nature of the ego.
- Personal goal alignment.
- Adoption and innovation: personal preferences for creating meaning.
- Exploring attitudes to risk.
- Left- and right-brain thinking.

Unit 3: Developing the Vision Creatively

- Six thinking hats.
- Using differing thinking styles.
- "Johari window".
- The business plan process & creating a vision.
- Harnessing the power of the team.
- Organizational culture and its influence on innovation.
- Letting go of the ego.
- Working with different creative preferences.

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Unit 4: Communicating the Vision Creatively

- The 7 Steps creative process.
- Models of communication.
- Viral visioning.
- Authenticity and trust.
- Creativity tools, techniques, and strategy.
- Letting go of the vision.
- Leading without directing.
- Possible leadership beliefs.

Unit 5: From Ideas to Action: Creativity and Change

- Motivation - hierarchy of needs.
- Overcoming organizational barriers to creativity and change.
- Nurturing a learning environment.
- Is money a motivator?
- Personality Profiling.
- Building a creative consensus.
- Engaging stakeholders and leading creatively.
- Influencing and motivating through change.